

APPENDIX C – 2

Subcontract Reports and Outreach Database Records

Partners in Information Access for Public Health Professionals

Public Health Information Link (P.H.I.L.) for Nevada

OUTREACH DATABASE RECORD

SEC SOURCE ID	[to be completed by NLM]
ID NUM	[to be completed by NLM]
NLM PROG	[to be completed by NLM]
NLM CONTACT	[to be completed by NLM]
ACTIVITY TYPE	RML Subcontract
FUNDING TOTAL	\$49,421
STARTDATE	981001
ENDDATE	010630
INST NAME	Savitt Medical Library, University of Nevada
ADDRESS	Savitt Medical Library/306 University of Nevada School of Medicine
CITY	Reno
STATE	NV
ZIP CODE	89557-0046
REGION	07
CONGRESS DIST	01; 02
COUNTY	Clark; Washoe, Elko, & Lyon
INST CONTACT	Joan S. Zenan, Director, 775-784-4625
COLLABORATOR(S)	N/A
INST TYPES	Academic Health Sciences Center; AHEC; County/State Health Organization

TITLE

Public Health Information Link (P.H.I.L.) for Nevada

RML GENERAL OUTREACH ACTIVITIES

PURPOSE Reach all public health professionals in Nevada, as part of a comprehensive outreach effort by the Savitt Medical Library, University of Nevada School of Medicine. Provide opportunities for hands on training in public health information access and retrieval via the Internet. Build a web site for Nevada's public health professionals and their professional associations.

OBJECTIVES

1. Provide training sessions for public health professionals in the use of PubMed, other NLM databases, and Internet resources.
2. Develop a web site in concert with the Nevada Public Health Association and Nevada Environmental Health Association to raise awareness of and facilitate access to key public health resources on the Internet. Centralize access to relevant public health information on the web site to support the information needs of all Nevada public health professionals.
3. Establish an appropriately positioned point of contact at the participating health agencies and two professional associations to help coordinate joint efforts of publicity, training, web development, and technology consultation.
4. Promote awareness of information resources and services by employing the NPHA/NEHA web site, newsletters, and exhibit opportunities at state, regional and national meetings.

SETTING Training will be at the participating health agencies, or School of Medicine and Savitt Medical Library computer labs nearby. Web development will take place at the Savitt Medical Library and the web site will sit on the medical library's server.

FOCUS Minority (Public) Health Professionals

Native American

Rural

Inner City

DESIGN Using the focus group technique, gather information that will help in the design of a training program appropriate to the information needs and computer skill levels of all participants. Gather information that will assist in the development of an effective web site. With a pre-assessment survey gather data on the use of the Internet and computer experience level of the participants. Using AHEC connections, find appropriate contact persons at each participating health agency. The contact persons will assist us in setting up training sessions, gathering data for our various evaluation efforts, and succeeding in publicity efforts.

PARTICIPANTS The approximately 800+ unaffiliated public health professionals at Nevada's public health agencies throughout Nevada. This covers rural and urban settings.

INTERVENTIONS Hands on, online training sessions in Reno, Carson City, Elko, and Las Vegas; one contact person identified at each public health agency; attendance and presentations at the Nevada Public Health Association's annual meetings(3); presentations about the project at regional and national professional meetings(5); web site developed; brochure about the project and its post-funding continuation distributed statewide.

OUTCOME MEASURES The evaluation plan for P.H.I.L. consists of 4 components:

1. Baseline indicators – a pre-assessment survey and focus group sessions will collect this data to identify the information and training needs of our target group.
2. Process evaluation – we will evaluate all activities to see if they accomplish the goals and objectives of this project.
3. Outcome evaluation – the outcomes of each major project activity will be assessed through mail, phone, fax, or e-mail contact with participants or a sample of participants.
4. Documentation – all activities concerning program publicity will be documented.

RESULTS Excellent contacts developed at the 3 major public health agencies in Nevada. Potential for future partnerships established. More than 300 public health professionals attended hands on training classes. Excellent PHIL web site developed and being used by public health professionals. Project nominated for Silver Plume award in Washoe County's Truckee Meadows Tomorrow program.

CONCLUSIONS This was a very successful project. The Savitt Medical Library will continue to work with Nevada's public health professionals through our public health agency contact persons. We will continue to offer training classes and we will keep the web site up-to-date as long as it is helpful

TRAINING SITES The entire state of Nevada was covered by providing training in the following sites: Battle Mountain, Elko, Carson City, Las Vegas, and Reno. In Reno, we trained in the computer lab at the Savitt Medical Library. In Las Vegas, we used a computer lab in the School of Medicine's Patient Care Center, and our own laptop & projector at the Clark County Health District building. In most other sites we trained in a hospital, clinic or conference room setting using our laptop and projector. In Elko we were able to use a community college computer lab.

FOLLOWUP The Savitt Medical Library will continue to offer training classes to Nevada's public health professionals on an "as needed" basis. We will work through our public health agency contacts to set up classes. We will continue to support the PHIL web site, adding links and keeping them working. We will actively look for other sites to link to using interns from the university's Health Ecology program. At least one major article about the entire project will be written and submitted to the Bulletin of the Medical Library Association for publication.

ENTRY MONTH [to be completed by NLM]

LAST REV DATE [to be completed by NLM]

GENERAL NOTES N/A

Q-PROMOTION/MARKETING A contact person was established at the 3 public health agencies, Nevada State Health Division(NSHD), Clark County Health District(CCHD), and Washoe County District Health Department(WCDHD), and one with the Nevada Public Health Association(NPHA). These 4 contact persons assisted us in promoting the project's objectives and in marketing the training classes throughout the entire project time. The NPHA contact person changed from year 1 to year 2 of the project, but both persons were extremely enthusiastic about PHIL and placed us on the general session programs of 3 annual meetings. The other contact persons were very supportive of our focus groups and saw that we had good attendance and thus good data from which we could plan our training programs and our web site.

The project was well promoted/marketed by way of PowerPoint presentation papers at regional and national meetings by the Principal Investigator. Two papers were presented at the annual meetings of the Medical Library Association, one of which was a joint presentation with the President of the NPHA. Two papers were presented at the joint regional meetings of the Northern California/Nevada Medical Library Group and the Medical Library Group of Southern California/Arizona. A 5th paper was presented during the Health People 2010 conference in Washington, D.C., January 2000.

Q-TRAINING ISSUES The majority of classes taught were a combination of lecture and demonstration using PowerPoint followed by hands on exercises. These were given at the School of Medicine's Patient Care Center in Las Vegas, just 4 blocks from the CCHD offices, at the Savitt Medical Library for WCDHD personnel, and at the Great Basin Community College in Elko, NV.

A few classes were lecture and live demonstration only. One included all the rural public health nurses employed by the NSHD. They came to Carson City from all the rural counties for their annual in service and we were asked to present the PHIL project and some introduction to the PHIL web site. Sadly, we learned that many of them were not computer literate, and many others did not have access to the Internet yet. They counted on the NSHD staff to provide them with needed health-related information. Happily, the presentation was well received and we have been invited back for their 2001 meeting in

Carson City. In a few other cases, the lecture/live demonstration was given to small groups at the CCHD and the WCDHD in spaces with no hands on provision. We felt very positive overall about the training classes. The written evaluations gave very high marks to our trainer, Terry Henner.

Q-EQUIPMENT/TELECOMMUNICATIONS We had a few minor problems with connectivity, and occasionally not enough computers for all attendees to get enough hands on experience. We used a laptop with PowerPoint and a digital projector in all training classes and they worked very well.

Q-PERSONNEL/STAFFING There were no turnovers in staffing during the project period. The PI, Joan Zenan, and the two co-PI's, Terry Henner and Patricia Charles, enjoyed working together the entire time. Terry, Information and Education Services Librarian, spearheaded the development of the PHIL web site and taught all the classes. Patty Charles developed the focus group protocols with our assistance, and was responsible for the excellent on-going evaluations of the training and overall success of the project. Joan Zenan handled the administrative activities, introduced the training sessions, wrote the quarterly reports, and worked on the promotion and marketing aspects of the project.

Q-BARRIERS The biggest barrier was time. The time public health professionals did not have to attend training classes and hone their skills at searching the Internet to find information to do their jobs more efficiently and effectively. We did find that many of those who came to our training classes went back and shared the information with their colleagues.

Q-RECOMMENDATIONS The only thing that could have improved our project was to have more of us to teach more of Nevada's public health professionals. Two librarians, and one School of Medicine public health professional whose expertise lay in evaluation, were not enough to reach all of Nevada's public health professionals, even when the project was extended an extra 9 months. We were, however, fairly successful in working very well with our agency contacts and the NPHA officers.

Q-IMPACT Even though the project funding is over, the training classes will continue to be offered and the web site will be kept live and up-to-date for the foreseeable future. We did not personally reach as many of our public health professionals as we had hoped, however, we know that their colleagues did share their new knowledge and skills with them. We did produce a brochure about PHIL and sent it out to all whom attended our classes to let them know the web site is still available and classes will continue to be offered. The remaining brochures were sent to the contacts in our 3 agencies, and to the Northeastern AHEC staff who cover the rural communities throughout Nevada. This project has definitely brought the library many new friends and contacts, and promoted our services and quality staff. Just as the project ended, PHIL was nominated by our contact at the WCDHD, to receive a Silver Star award for contributing to the quality of life in Washoe County from the Truckee Meadows Tomorrow Committee.